



www.SAFE CARD.ie

IPSO Takes a Stand Against Card Fraud

SafeCard¹, a new Irish task force charged with helping to combat rising card fraud levels in Ireland, was recently launched by IPSO Card Services². **SafeCard** is engaging in a series of campaigns to educate merchants and consumers about the harmful effects of card fraud and it provides simple, yet effective, fraud loss prevention advice.

On the new **SafeCard** website retailers will find industry contact details and information on how to keep hard earned profits out of the hands of fraudsters. Cardholders will find tips on how to keep their cards safe, thereby preventing criminals from buying goods and services in their good name.

'According to APACS³ in the UK, card fraud levels in the UK reached almost STG£425/€600m last year and it is not unreasonable to expect that at least some of this fraud will migrate across the water when Chip and PIN⁴ has been fully implemented there. Apart from the obvious safety, reputational and economic threats card fraud poses, it is a known fact that revenue raised through card fraud funds more serious criminal and terrorist activity.'

Úna Dillon, Manager IPSO Card Services

SafeCard information campaigns include retailer seminars, direct marketing, trade fair demonstrations, national press and trade magazine advertising. **SafeCard** also provides training material to interested parties and relevant groups.

The main areas of card fraud that **SafeCard** is tackling this year are counterfeit and skimming, fraud perpetrated on lost and stolen cards and Card Not Present (Mail Order, Telephone Order and Internet) fraud.

SafeCard is currently collecting card fraud data and will be providing the most up to date fraud figures in Ireland on the **SafeCard** website.

Stay informed about card fraud in Ireland and its effects on cardholders and retailers by checking out the **SafeCard** website at www.SafeCard.ie.

-ENDS-

For further information, photographic material or interview, please contact:
Jennifer Chamberlaine
IPSO Card Services
C/o IPSO
12/13 Cumberland Street
Dun Laoghaire
Co. Dublin
Tel: +353-1-6636740
Fax: +353-1-2843409
Email: info@ipso.ie
Web: www.SafeCard.ie



Notes to Editors:

1. SafeCard

SafeCard operates under the direction of the Card Fraud Forum (which consists of representatives from Ireland's card issuers and acquirers⁵ who are members of IPSO, IPSO Card Services, the Police Service Northern Ireland and the Garda National Bureau of Fraud Investigation).

2. IPSO / IPSO Card Services

The Irish Payment Services Organisation Ltd. (IPSO) is the umbrella body for payment services for financial institutions in Ireland. The company provides strategic and technical support to the payments industry in Ireland, a forum for consultation among participants, and represents the payments industry at national and international levels. Card Services is a dedicated department in IPSO which deals with card payment industry related issues.

3. APACS

APACS is the UK trade association of banks and building societies which exchange payments on behalf of their customers. It also has responsibility for the co-operative aspects of money transmission and other payments-related developments.

4. Chip & PIN

Chip & PIN is a more secure card payment method or system which is currently being introduced in the UK and will shortly be in use in Ireland and will dramatically reduce card fraud. A microchip (chip) is embedded into the credit or debit card, which contains highly secure memory and processing capabilities. The information it holds ensures that the card is authentic and makes it difficult and expensive for a criminal to counterfeit. A Personal Identification Number (PIN) is a four-digit code, which is entered at the point of sale to prove that the person using the card is the true cardholder. The PIN is used instead of signing a paper receipt. For further information on Chip & PIN, please visit www.chipandpin.ie.

5. Issuers & Acquirers

Acquirer (merchant acquirer)

An institution that signs a merchant and processes that merchant's debit and credit card transactions.

Issuer (card issuer)

A bank, building society or other financial institution that issues payment cards to its customers.

For further information, photographic material or interview, please contact:

Jennifer Chamberlaine
IPSO Card Services
C/o IPSO
12/13 Cumberland Street
Dun Laoghaire
Co. Dublin

Tel: +353-1-6636740
Fax: +353-1-2843409
Email: info@ipso.ie
Web: www.SafeCard.ie